





Kasandrea Sereno

HIGHER EDUCATION & DIGITAL MEDIA PROFESSIONAL

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KasandreaSereno.com 

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EDUCATION

DOCTORATE of EDUCATION
Organizational Leadership
& Educational Policy
Vanderbilt University
2016 – 2019

MASTER of BUSINESS
Concentrations in Management
Marketing & Sustainability
University of South Florida
2010 – 2011

MASTER of EDUCATION
College Student Affairs
Graduate Certificate in
Career Counseling
University of South Florida
2006 - 2008

BACHELOR of SCIENCE
Major: Business Management
Minor: Industrial Psychology
University of South Florida
2001 – 2005

Certified Social Media Strategist
National Institute of Social Media
2019

Inbound Marketing Professional
Hootsuite
2016

Certified Apple Teacher
2018

PROFESSIONAL PROFILE

I am a detail oriented creative with a proven track record of using effective communication strategies to accomplish organizational goals. I have deep experience in customer service for higher education for a range of areas encompassing front lines as well as administration. I am passionate about educational access particularly for former foster youth. I am an advocate for servant leadership and enjoy leading teams and leveraging new platforms to increase efficiency and student success. I love technology and innovation and excel in building relationships and implementing new strategies to create programs both on campus and online.

EXPERIENCE

ASSISTANT DIRECTOR OF ADVISING

University of South Florida

2013 - Present

As a team lead, I supervise a squad of advisors across multiple disciplines. Duties include hiring and training new advisors, as well as contributing to the professional development of the advisors on my team.

- 98%+ student approval rating and several advisors have been awarded outstanding advising awards each year for the past four years.
- Responsible for hiring, training, and mentoring of new advisors, process leave, disciplinary responsibilities, and serve as back up for multiple areas.
- Serve on multiple university committees including transfer council, internship director's workgroup, development of an advising career ladder.
- iPass Grant committee build team for advising case management software.

FOUNDER & COMMUNITY MANAGER

Facebook group #HigherEdSocial


2015 - Present

I founded this group in 2015 to bring together social media managers at colleges & universities to provide training on platforms, as well as a community to share best practices. Find us online at www.hashtaghighered.social

- Grown this group to over 7600 members in 50+ countries by recruiting professionals from colleges and universities around the world.
- Sourced and created online trainings for social media topics delivered on Zoom, Demio, Google Hangout and YouTube.
- Sole administrative responsibilities to ensure the group remains civil and on topic, curate posts of interest to the group.
- Liaison with outside companies and platforms to bring demos into the community and offer training on social listening and schedule management.
- Collaborate on social media campaigns for trending news, mascots, NCAA competitions, holidays, student events, and campus promotions.
- Develop campus crisis communication and response plans.
- Give webinars on Facebook Advertising and Analytics for pages and groups.
- Created trainings on Twitter usage for customer service and analyzing impression metrics.
- Developed a course on using Instagram like an Influencer; creating strategy for color composition, target demographic development, and community building with followers.

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PROFESSIONAL MEMBERSHIPS

AAF

PRSA

ACPA

MENSA

NASPA

NACAC

AUCHO-I

SKILLS

Improving Efficiency

Attention to Detail

Team Leadership

Project Management

Course Development

Experiential Pedagogy

Online Instruction

Program Development

Digital Communication

Curriculum Design

Consensus Building

Organizational Strategy

Training & Development

Relational Communication

EXPERIENCE continued

TECHNOLOGY CHAIR

(NACADA) *The National Academic Advising Association* 2019 - 2021

Elected to serve as the technology chair for the NACADA organization for a two-year term beginning in 2019. The purpose of NACADA's Technology in Advising Community is to help academic advisors, faculty advisors, and advising administrators understand the impact of using technologies in advising.

- Annual review and sponsorship of national conference proposals.
- Solicit national and regional conference presentations and workshops on technology related advising topics.
- Compile web resources for advisors, arranged by topics, as well as organize and facilitate monthly webinars on various topics related to technology in advising trends and best practices.
- Organize bi-weekly twitter chats throughout the year.
- Communicate with community through our webpage, listserv (TECADV-L), and social media platforms including our [NACADA Technology in Advising Facebook Group](#).
- Manage accounts on Twitter (hashtags #AcAdv, and #AdvTech),
- Attend national, international, and regional conferences to actively encourage NACADA members to engage in topical discussions and activities related to the uses of technology in advising.
- Board Member: National Institute of Social Media

SENIOR ACADEMIC ADVISOR II: DEPARTMENT OF COMMUNICATION

University of South Florida

2012 - Present

In this role I am an advisor for over 850 students, responsible for helping them with course schedule planning, degree progression, and career preparation.


- Use Banner, Degreeworks, Canvas, Blackboard, BrightSpace, Civitas, Illume for Advisors, Atlas Tracking, Appian Archivum, Modo Labs app softwares.
- Give presentations during student orientation and coordinate all recruitment of majors & minors and creation of recruitment materials.
- Rebranded the department of communication; increasing student satisfaction & graduation rates to one of the highest in the college.
- Directly responsible for a 235% increase in majors, a 400% increase in declared minors and expanded and redesigned department internship program, leading to 3000% increase in participation.
- Started a corporate tour and speaker series to bring professionals to campus to talk about industries and careers with students.
- Created an alumni program on LinkedIn to track career paths post-graduation.
- Led a redesign of the undergraduate curriculum in 2016, to ensure the major was meeting industry standard goals for our graduates.
- Individually hand track every student in the major using excel spreadsheets to determine course needs, student progression, and calculate time to degree.
- Run analytics on student demographic and academic data.
- Developed courses on Social Media Management, Career Development, Capstone, and Digital Communication Strategy. Lectured on social media, professional development, branding and marketing, and leadership.

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TECHNICAL SKILLS

Excel

Slack

Wordpress

InDesign

Illustrator

Photoshop

Premier Pro

Facebook Advertising

Social Media Marketing

Microsoft Office Suite

UI & UX Design Strategy

Google Analytics

AWARDS

OUTSTANDING COMMUNITY SERVICE AWARD
University Of South Florida
2018

NACADA REGION 4 EXCELLENCE IN ADVISING AWARD
2017

OUTSTANDING UG ADVISING AWARD
University Of South Florida
2014

OUTSTANDING STAFF AWARD FOR STUDENT SUCCESS
University Of South Florida
2013

EXPERIENCE continued

ADVISING DIRECTOR ZIMMERMAN MASS COMMUNICATION LIVING LEARNING COMMUNITY

University of South Florida

2012 - 2015

The ZAP LLC is a community for first year mass communication majors, and was on the verge of being cut before I was asked to take it over.

- Complete oversight for designing and managing the learning community.
- Created a brand strategy for the department with alumni benefactor.
- Responsible for student recruitment, budgeting, and programming.
- Matched students admitted to the program with roommates and facilitated student conduct in the residence hall.
- Designed student class schedules around speakers and tours to compliment academic major creating a cohort model.
- Maintained a community blog and social media presence; created videos and photos to promote the community and coordinated open house events for parents and prospective students.
- Developed syllabi and co-taught a yearlong FYE course.

INSTUCTOR: ACADEMIC FOUNDATIONS & UNIVERSITY EXPERIENCE

University of South Florida

2012 - 2015

Redesigned the syllabi to tailor to mass communication majors, including heavy emphasis on career readiness skills such as resumes, business cards, and LinkedIn.

- Designed a brand-new course syllabus for first-time-in-college freshmen mass communication majors.
- Taught on Blackboard and Canvas learning management systems.
- Learning outcomes included academic skill building, emotional intelligence, and career readiness.
- Taught WordPress, Adobe Photoshop, InDesign, blogging and social media strategy including Facebook, Twitter, Instagram and YouTube.
- My sections scored highest of all foundation's classes at the university on post-test metrics, and achieved the largest gains for career related skills and satisfaction with major choice.
- Created a website and blog for course: www.usfsls2901.wordpress.com.

ACADEMIC ADVISOR I: DEPARTMENT OF HUMANITIES & WORLD LANGUAGES


University of South Florida


2010 - 2012


- Used Banner and SASS degree audits, and facilitated the transition to Degreeworks transcript system.
- Developed cross-platform social media strategy; designed advising materials and recruitment campaigns.
- Gave presentations during student orientations; coordinated all recruitment of majors & minor students thru website and social media.
- Participated in sessions with students to analyze progress toward degree completion.
- Served on the Council of Transfer Advocates and Professional Development Committee of advisors.

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EXPERIENCE continued

REGIONAL MANAGER OF EXPANSION & XI OMEGA CHAPTER ADVISOR

Alpha Kappa Psi Business Fraternity

2008 – 2014

Alpha Kappa Psi is a national professional business fraternity with chapters across the country. As a certified fraternity volunteer much of my time was spent advising and mentoring student leaders and chapter members.

- Keynote speaker at the 2009, 2010, 2011, 2013, and 2015 Principled Business Leader Institutes on social media strategy for job seekers.
- Responsible for overseeing a large university chapter's daily operation and awarded "Chapter of the Year" for the entire fraternity in 2009.

INVOLVEMENT & SERVICE

COLLEGE MENTOR
Big Brothers/Big Sisters

LEAP MENTOR
Tampa Bay College
Access Network

SAFEZONE CERTIFIED ALLY
University of South Florida

NATIONAL COALITION
BUILDING INSTITUTE
Diversity Trainer

ALTERNATIVE WINTER BREAK
ADVISOR 2011
University of South Florida

ALTERNATIVE SPRING BREAK
ADVISOR 2008
University of South Florida

"WISHMAKERS"
Student Organization Advisor
University of South Florida

"FUTURE HR PROFESSIONALS"
Student Organization Advisor
University of South Florida

"NATIONAL SOCIETY OF
LEADERSHIP & SUCCESS"
Student Organization Advisor
University of South Florida

ACADEMIC ADVISOR GENERALIST

Hillsborough Community College

2009 - 2010

I am a strong advocate for first generation and low-income students. Working at an open access community college allowed me to gain deep insight into the issues these students face and how colleges can help them overcome those obstacles.

- Advised caseload of 1500+ students on AA and AS program requirements and progress towards their degree using Datatel system.
- Created and maintained advisor training manual and online resources for 6 campuses' advising offices.
- Processed paperwork for state grants for foster care and homeless youth to be able to claim their state educational benefit.
- Managed an advising office front desk staff for student check in and triage.
- Facilitated initial intake of all new students to the Dale Mabry campus; referrals for testing, transcript evaluation and onboarding, and graduation certification.
- Liaison with counseling center and dean of student's office on student conduct and issues of concern.

GRADUATE ASSISTANT to ASSISTANT VICE PRESIDENT / DEAN OF STUDENTS

University of South Florida

2006 - 2008

In this role I helped develop strategy and division priorities as well as served as a representative of the Dean of Student's office to judicial review and conduct boards.

- Conducted research related to university initiatives.
- Launched the *Be Respect-aBull* campaign around civility in athletics.
- Started a new awards program "*The Golden Bull*" to recognize student leaders.
- Co-taught 5 sections of first year seminar, two with the Senior Director of the university experience program.

GRADUATE ASSISTANT to the OFFICE OF PROGRAMMING & LEADERSHIP DEVELOPMENT

Canisius College


Summer 2007


- Developed summer high school leadership workshop.
- Created a faculty handbook for Disability Support Services office.
- Designed campus posting policy for flyers and announcements.
- Served as the official photographer for orientation sessions and created a campaign to foster a sense of community in the incoming freshmen class.


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REFERENCES

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EXPERIENCE continued

ADMISSIONS OFFICER & WELCOME CENTER COUNSELOR

University of South Florida

2006

- Responsible for recruitment and training of all student tour guides.
- Scheduled campus tours and special groups, presented admissions information sessions, and met with prospective students and their families.
- Counseled and advised potential incoming students and their families on admissions requirements.
- Managed admissions recruiter calendars; scheduled and attended visits to high schools and college fairs as a member of the admissions team.
- Planned pre-admitted student events and receptions for the office.

VOLUNTEER SERVICE

GUARDIAN AD LITEM

Florida Guardian ad Litem (GAL) Program

Guardians ad Litem (GALs) are volunteers, who are appointed by the Court to advocate for the best interest of a child who has been abused, neglected, or abandoned in the Tampa Bay District 13 area.

HEART GALLERY SQUAD

Heart Gallery of Tampa Bay

The mission of the Heart Gallery is to increase the number of successful adoptions of local children in foster care. In addition to featuring children, we recruit and support families interested in adoption. Organize birthday parties and holiday presents for adoptable children in foster care.

PUBLICITY CHAIR

Tampa Bay Mensa Chapter

Promote the chapter at local events, facilitate the scholarship program outreach and locate opportunities for the chapter to interact with the community.

PROFESSIONAL AFFILIATIONS & MEMBERSHIPS

MENSA International Member
Alpha Omicron Pi Sorority
Tampa Chamber of Commerce
Kappa Delta Pi Education Honor Society
Alpha Kappa Psi Co-Ed Business Fraternity
FFA Association – American Degree Recipient
National Association for Media Literacy Education
American Advertising Federation (AAF)
Public Relations Society of America (PRSA)
American College Personnel Association (ACPA)
National Association of Student Personnel Administrators (NASPA)
National Association for College Admission Counseling (NACAC)
Association of College and University Housing Officers (AUCHO-I)
National Academic Advising Association (NACADA)

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RESEARCH PUBLICATIONS

"Development of a
Comprehensive Model &
Scholarship Program for
Supporting Former Foster
Youth at a Large Public R1"

"Analyzing Barriers to
Student Retention at
Nashville State Community
College"

"The Effect of Tennessee
Promise on Homeless
College Student Degree
Attainment"

"The New Advisor
Guidebook: Mastering the
Art of Academic Advising"
Second Edition
Content Reviewer

"Feasibility Study for Virtual
Advising via Chat Bot
Technology"

"Internship Best Practices
and Legalities for Higher
Education"

"Advising LGBTQ Students in
the 21st Century"
Content Reviewer

BOARD APPOINTMENTS

BOARD MEMBER National Institute of Social Media

Work with a team of social media professionals to develop and maintain a system for competency verification that adheres to NCCA Accreditation standards, and awards credentials to qualified social media practitioners that demonstrate competence through a system of certification and continuing education programs.

BOARD MEMBER Cetera Foundation

Coordinate collaborations between local educational institutions, government agencies and child welfare organizations to advocate for the educational interests of youth in the foster care system. Founded a scholarship at USF for former foster youth.

NATIONAL & REGIONAL PRESENTATIONS

SXSWedu 2020: *"Social Media & Digital Communication in Higher Education"*

NACADA Annual Conference 2019 Louisville: *"Technology in Advising"*

Social Media Strategy Summit 2019 NYC: Panel Moderator *"Influencer Marketing in Higher Education"* & *"Promoting Faculty Research Online"*

NASPA-FL 2019 Tampa: *"Engagement & Employability"* & *"Personal Branding for Student Affairs Professionals"*

NACADA International Conference 2019 Belgium: *"Should I Take This Class"*

European First Year Experience Conference 2019 Cork Ireland: *"Remixing the 1st Year"*

SXSWedu 2019: Mentor for Social Media in Higher Education Projects

NACADA International Conference 2018 Dublin: *"Career Development in Advising"*

NACADA National Conference 2018 Phoenix: *"Developing Video Trailers for Courses"* & *"25+ Free Tech Tools to Improve Your Advising Practice"* & *"Beyond Email: How to Reach Large Numbers of Students Effectively"*

SXSWedu 2018: Mentor for Social Media and EdTech Projects

NACADA International Conference 2017 Sheffield UK: *"Cat Memes & Creativity"*

EduWeb Digital Tech Conference 2016: *"What Prospective Students Want in a Campus Visit"*

WordPress Edu 2016: *"Cat Memes & Creativity; WordPress to Remix the 1st Year Experience"*

1st Appreciative Education 2015: *"Ecology of Space & Virtual Technology in Advising"*

NASPA National 2014: – *"Virtual Advising; Taking the Hassel out of Getting a Tassel"*

ACUHO-I LLC Conference 2014: – *"Academic Immersion in the Zimmerman LLC"*

Keynote speaker at the 2010, 2011, 2013, and 2015 Principled Business Leader Institute
"How to land a job using Social Media"